



U.S. Army 2005 MWR Leisure Needs Survey Results

Area IV - Daegu Korea

BRIEFING OUTLINE

Area IV - Daegu

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

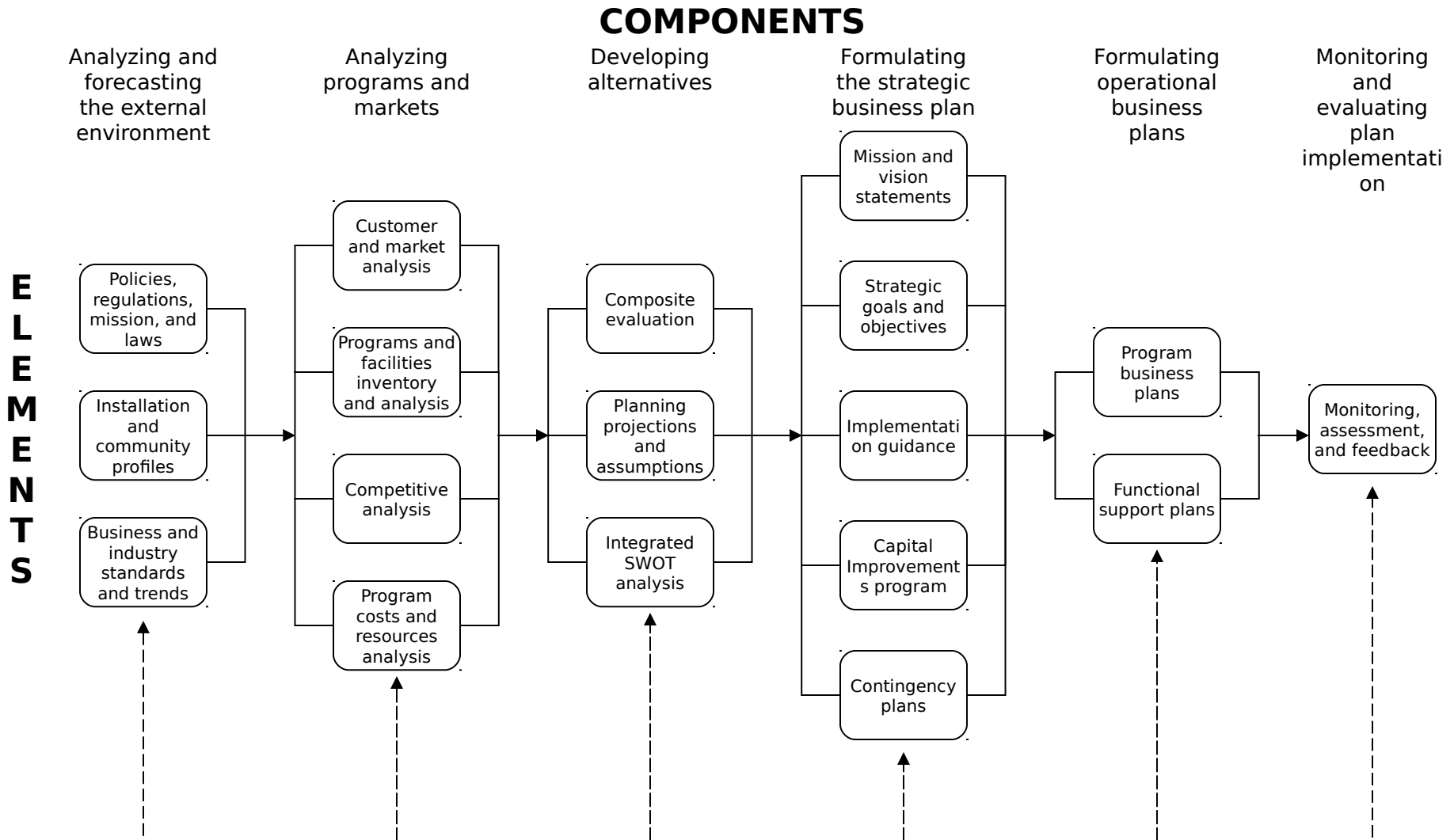
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Area IV - Daegu

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Area IV - Daegu

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,441 surveys were distributed at Area IV - Daegu



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Area IV - Daegu

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Area IV - Daegu

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Area IV - Daegu:					
Active Duty	1,209	998	169	16.93%	±6.99%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	716	443	85	19.19%	±9.98%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	1,925	1,441	254	17.63%	±5.73%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

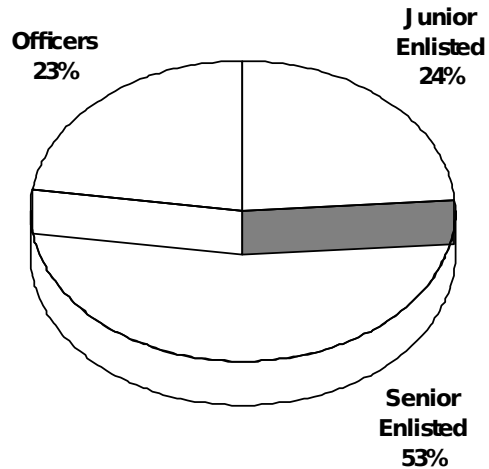
PATRON SAMPLE*

Area IV - Daegu

RESPONDENT POPULATION SEGMENTS

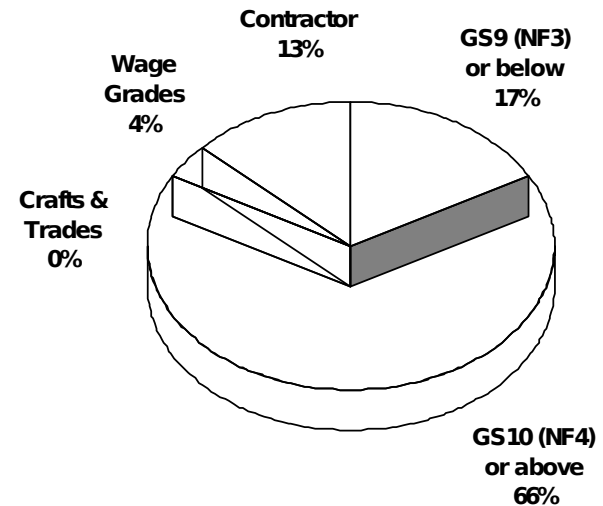
ACTIVE DUTY

(n = 157)



CIVILIANS

(n = 77)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Area IV - Daegu

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT AREA IV - DAEGU

Area IV - Daegu

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	83%
Bowling Food & Beverage	68%
Bowling Center	62%
Library	61%
Athletic Fields	58%

LEAST FREQUENTLY USED FACILITIES

Child Development Center	9%
School Age Services	10%
Youth Center	10%
Bowling Pro Shop	14%
Arts & Crafts Center	18%

MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA IV - DAEGU*

Area IV - Daegu

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Army Lodging	4.30
Youth Center	4.28
Library	4.23
BOSS	4.14
Child Development Center	4.09

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Arts & Crafts Center	3.34
Bowling Pro Shop	3.49
Athletic Fields	3.64
Outdoor Recreation Center	3.64
School Age Services	3.73

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT AREA IV - DAEGU*

Area IV - Daegu

FACILITIES WITH HIGHEST QUALITY RATINGS*

Army Lodging	4.28
Child Development Center	4.19
Library	4.19
Youth Center	4.12
BOSS	4.04

FACILITIES WITH LOWEST QUALITY RATINGS*

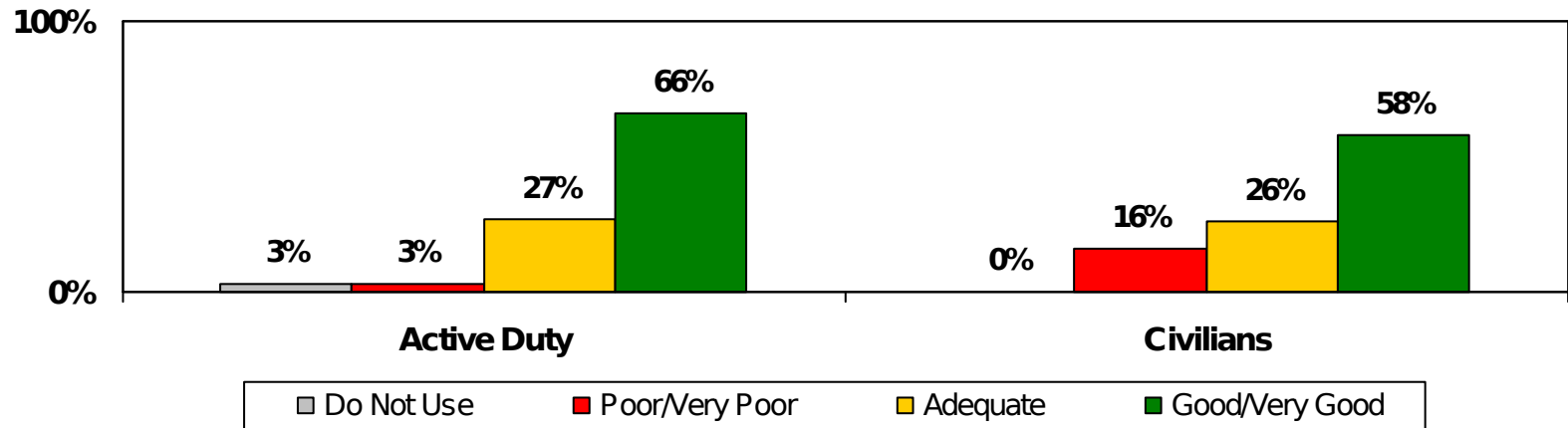
Arts & Crafts Center	3.40
Multipurpose Sports/Tennis Courts	3.48
Bowling Pro Shop	3.48
Athletic Fields	3.51
Automotive Skills	3.52

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

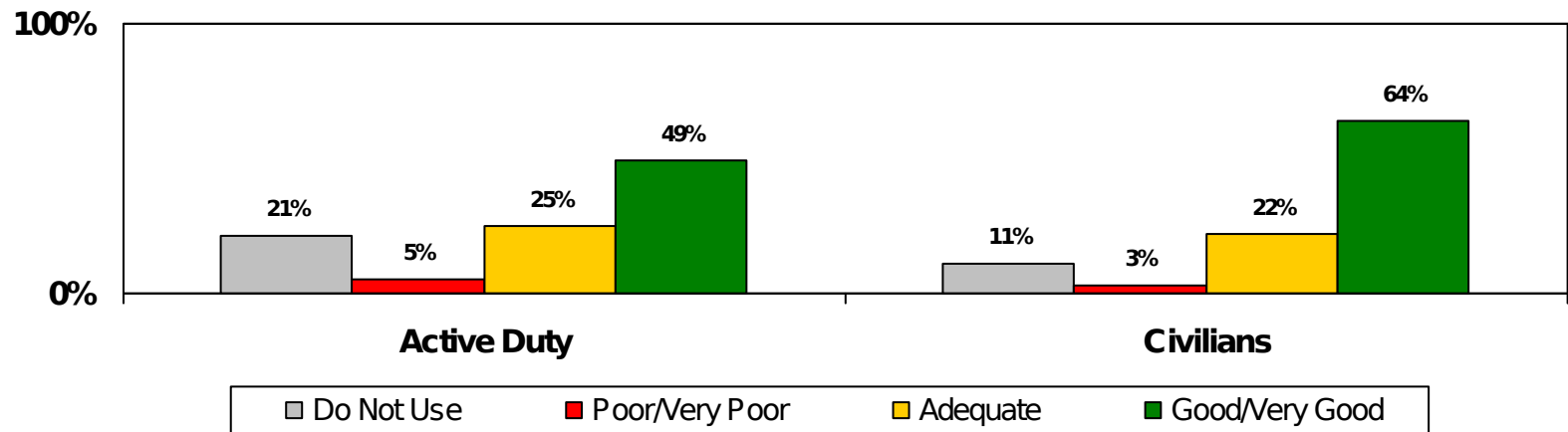
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area IV - Daegu

Quality of On-Post Services



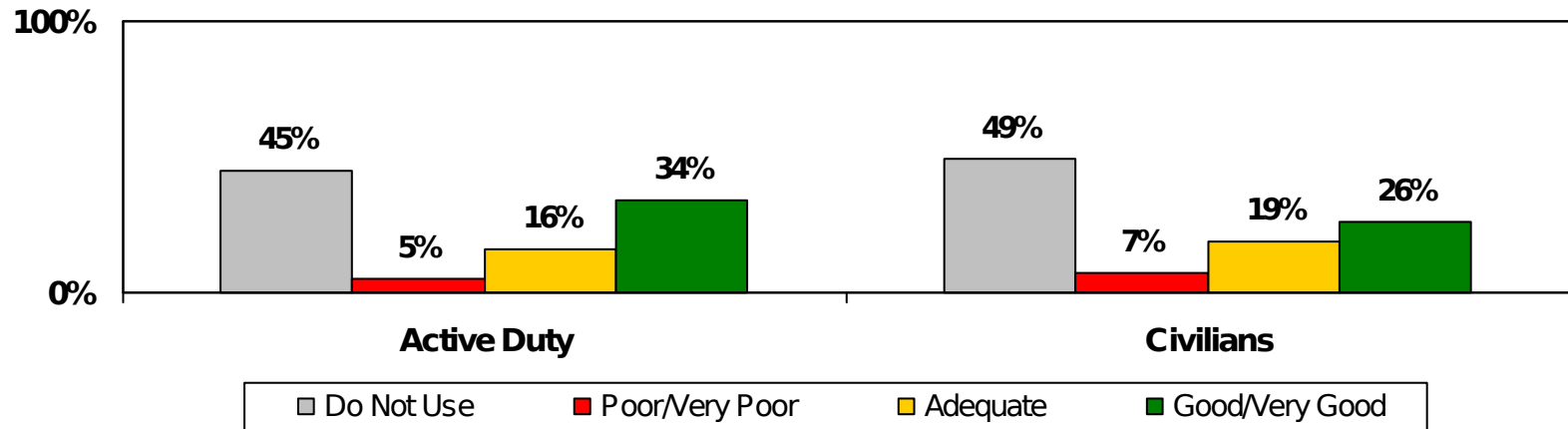
Quality of Off-Post Services



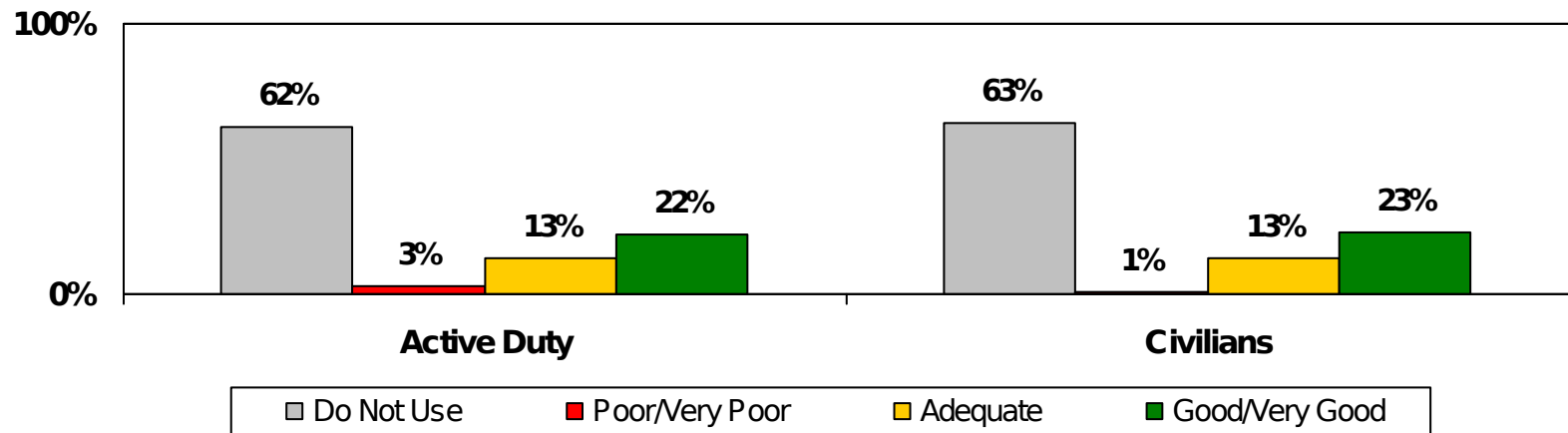
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area IV - Daegu

Quality of On-Post Services



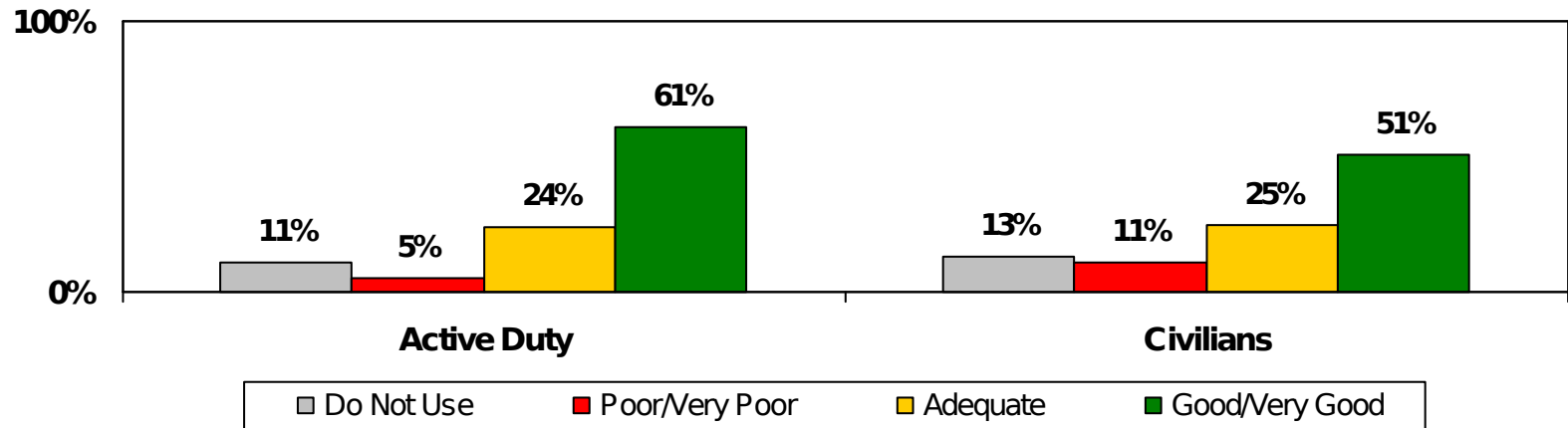
Quality of Off-Post Services



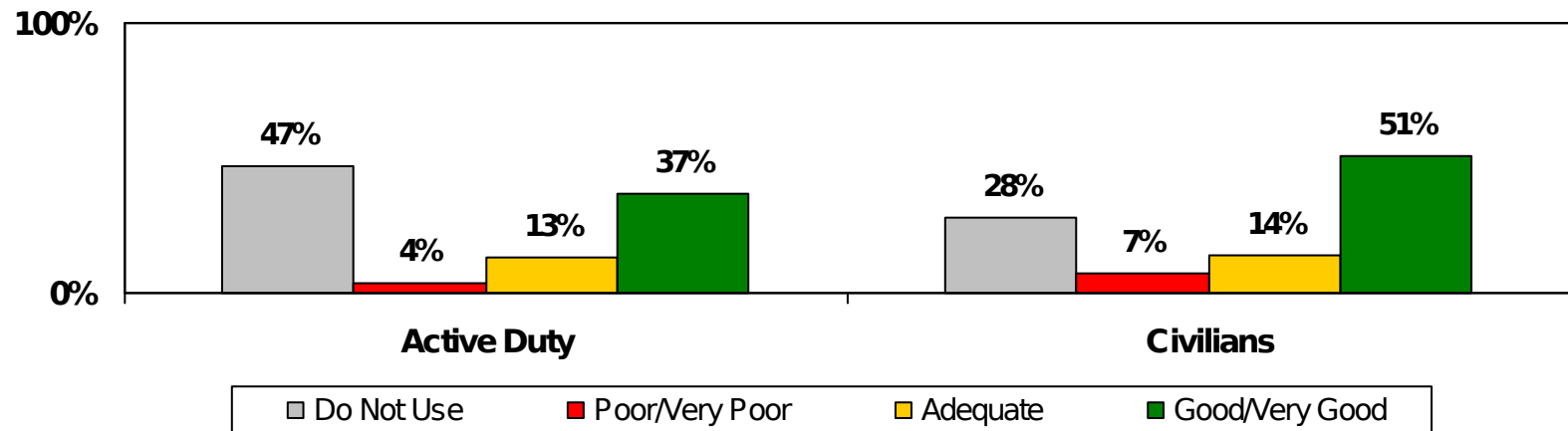
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area IV - Daegu

Quality of On-Post Services

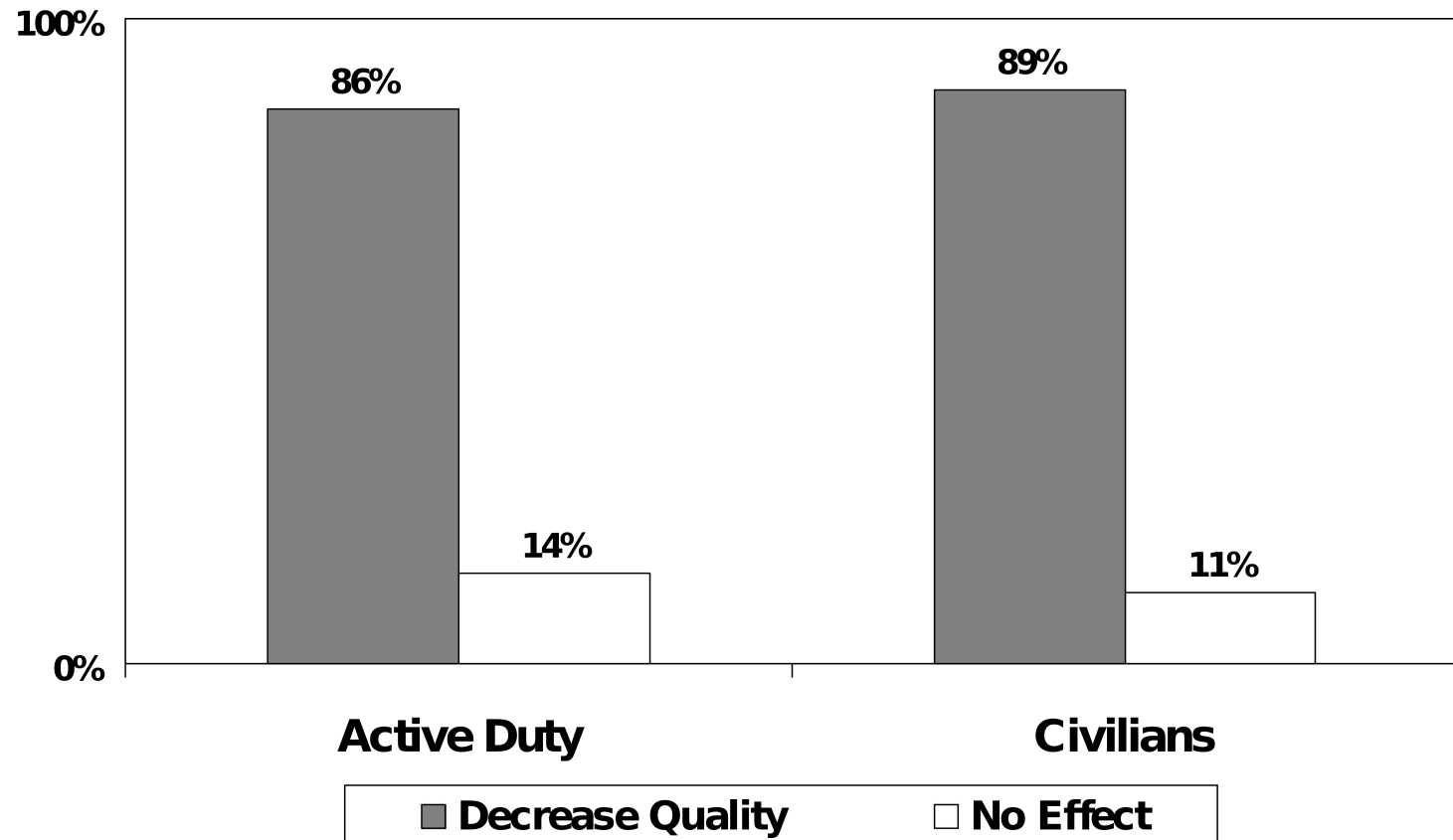


Quality of Off-Post Services



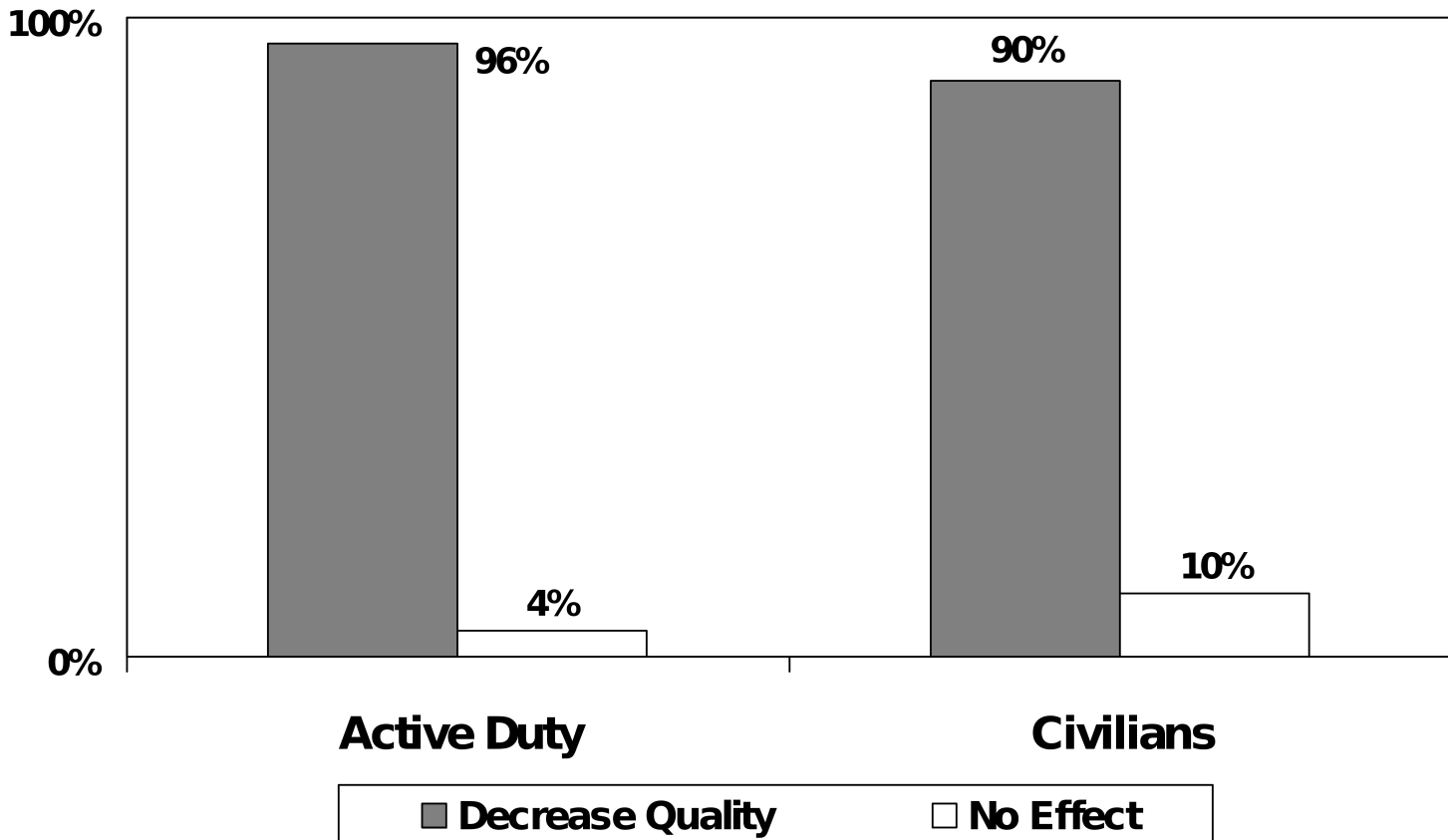
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area IV - Daegu



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area IV - Daegu



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area IV - Daegu

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	82%
Army Lodging	67%
Library	62%
Swimming Pool	50%
Athletic Fields	50%
Bowling Center	49%
Youth Center	45%

RV Park	80%
Cabins & Campgrounds	55%
Golf Course Pro Shop	53%
Arts & Crafts Center	51%
Golf Course Food & Beverage	46%
Car Wash	44%
Golf Course	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Area IV - Daegu

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	25%	15%	21%
E-mail	46%	42%	45%
Friends and neighbors	52%	49%	51%
Family Readiness Groups (FRGs)	3%	5%	4%
Bulletin boards on post	61%	42%	54%
Post newspaper	43%	34%	40%
MWR publications	56%	59%	57%
Radio	47%	51%	48%
Television	36%	48%	40%
My child(ren) let(s) me know	8%	12%	10%
Other unit members or co-workers	37%	40%	38%
Unit or post commander or supervisor	24%	12%	20%
Marquees/billboards	27%	45%	33%
Flyers	48%	51%	49%
Other	4%	8%	6%
I never hear anything	3%	0%	2%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Area IV - Daegu

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	73%
Better Opportunities for Single Soldiers	56%
Army Community Service	61%
MWR Programs and Services	88%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Area IV - Daegu

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	61%	87%	13%
Outreach programs	44%	72%	28%
Family Readiness Groups	59%	76%	24%
Relocation Readiness Program	67%	88%	12%
Family Advocacy Program	67%	76%	24%
Crisis intervention	51%	79%	21%
Money management classes, budgeting assistance	68%	82%	18%
Financial counseling, including tax assistance	68%	87%	13%
Consumer information	36%	77%	23%
Employment Readiness Program	49%	76%	24%
Foster child care	27%	80%	20%
Exceptional Family Member Program	55%	74%	26%
Army Family Team Building	54%	65%	35%
Army Family Action Plan	51%	64%	36%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Daegu

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	45%
Personal job performance/readiness	43%
Unit cohesion and teamwork	55%
Unit readiness	61%
Relationship with my spouse	45%
Relationship with my children	47%
My family's adjustment to Army life	47%
Family preparedness for deployments	59%
Ability to manage my finances	39%
Feeling that I am part of the military community	54%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Daegu

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	85%
Helps minimize lost duty/work time due to lack of child care/youth services	81%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	59%
Allows me to work outside my home	75%
Allows me to work at home	73%
Offers me an employment opportunity within the CYS program	57%
Allows me/my spouse to better concentrate on my/our job(s)	73%
Provides positive growth and development opportunities for my children	90%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Daegu

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	38%
Personal job performance/readiness	45%
Unit cohesion and teamwork	55%
Unit readiness	46%
Ability to manage my finances	44%
Feeling that I am part of the military community	48%
Relationship with my children (single parents)	44%
My family's adjustment to Army life (single parents)	48%
Family preparedness for deployments (single parents)	46%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area IV - Daegu

Top 10 Leisure Activities for All Respondents

Entertaining guests at home	59%
Night clubs/lounges	57%
Internet access/applications (home)	56%
Reading	56%
Happy hour/social hour	48%
Internet access (library)	44%
Multi-media (videos,DVDs, CDs)	43%
Watching TV, videos, and DVDs	41%
Reference/research services	40%
Study/self development	37%

Top 5 for Active Duty

Internet access/applications (home)	57%
Night clubs/lounges	57%
Reading	56%
Entertaining guests at home	53%
Internet access (library)	46%

Top 5 for Civilians

Entertaining guests at home	70%
Reading	56%
Night clubs/lounges	56%
Internet access/applications (home)	56%
Watching TV, videotapes, and DVDs	55%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area IV - Daegu

Team Sports

Basketball	20%
Softball	17%
Volleyball	15%
Soccer	14%
Touch/flag football	13%

Outdoor Recreation

Going to beaches/lakes	29%
Picnicking	24%
Camping/hiking/backpacking	21%
Bicycle riding/mountain biking	20%
Fishing	11%

Social

Entertaining guests at home	59%
Night clubs/lounges	57%
Happy hour/social hour	48%
Dancing	37%
Specially arranged shopping trips	35%

Sports and Fitness

Weight/strength training	28%
Walking	27%
Running/jogging	26%
Cardiovascular equipment	25%
Lap swimming	24%

Entertainment

Watching TV, videotapes, and DVDs	41%
Going to movie theatres	29%
Live entertainment	26%
Plays/shows/concerts	25%
Festivals/events	25%

Special Interests

Internet access/applications (home)	56%
Automotive maintenance & repair	26%
Digital photography	23%
Automotive detailing/washing	22%
Computer games	21%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Area IV - Daegu

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	56%	N/A	56%
Internet access (library)	44%	N/A	44%
Multi-media (videos, DVDs, CDs)	43%	N/A	43%
Reference/research services	40%	N/A	40%
Study/self development	37%	N/A	37%
Happy hour/social hour	34%	15%	48%
Watching TV, videotapes, and DVDs	27%	14%	41%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

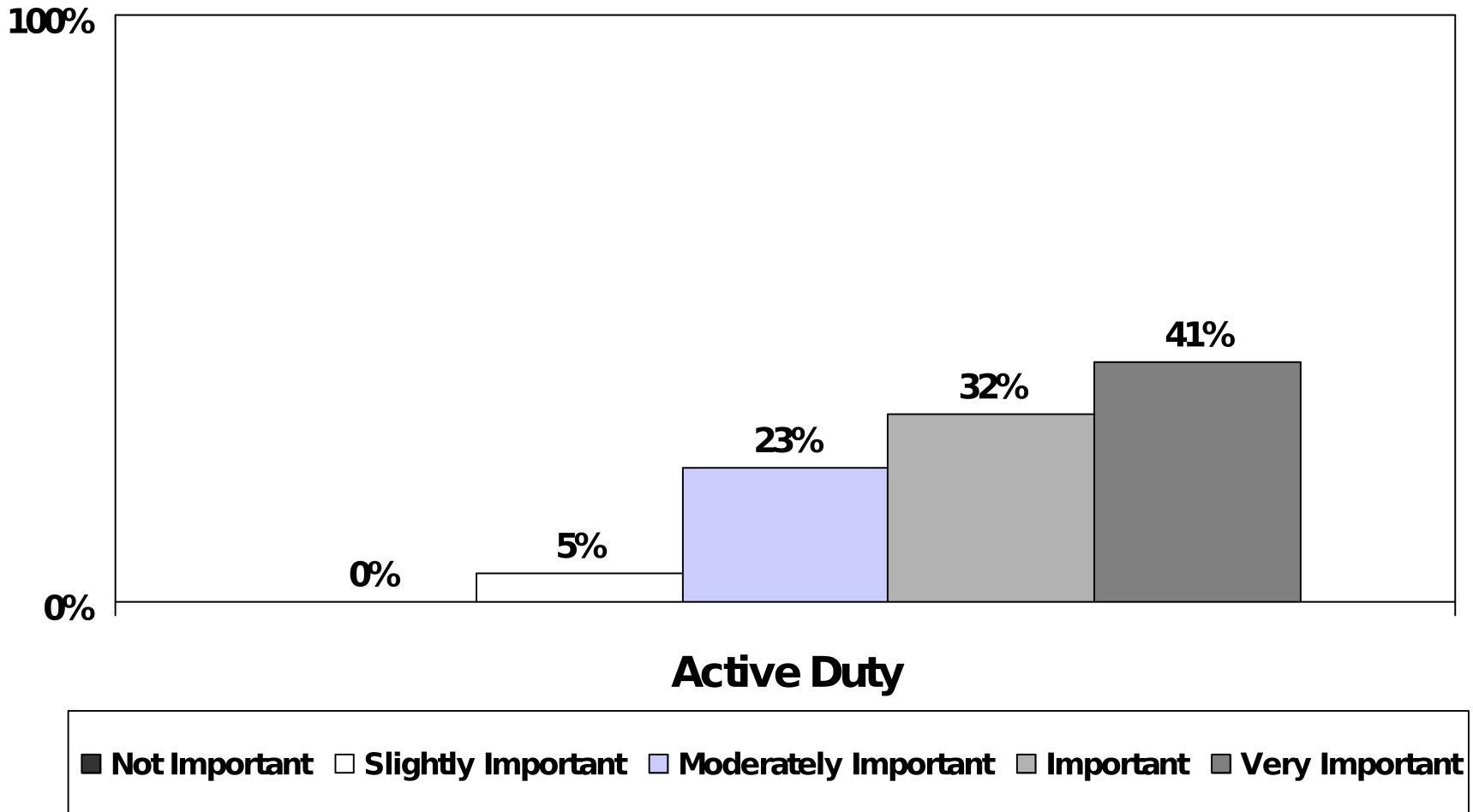
Area IV - Daegu

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	15%	4%	38%	56%
Automotive maintenance & repair	16%	6%	3%	26%
Digital photography	3%	10%	10%	23%
Automotive detailing/washing	12%	6%	3%	22%
Computer Games	4%	3%	15%	21%
Trips/touring	2%	11%	0%	13%
Gardening	2%	2%	7%	10%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

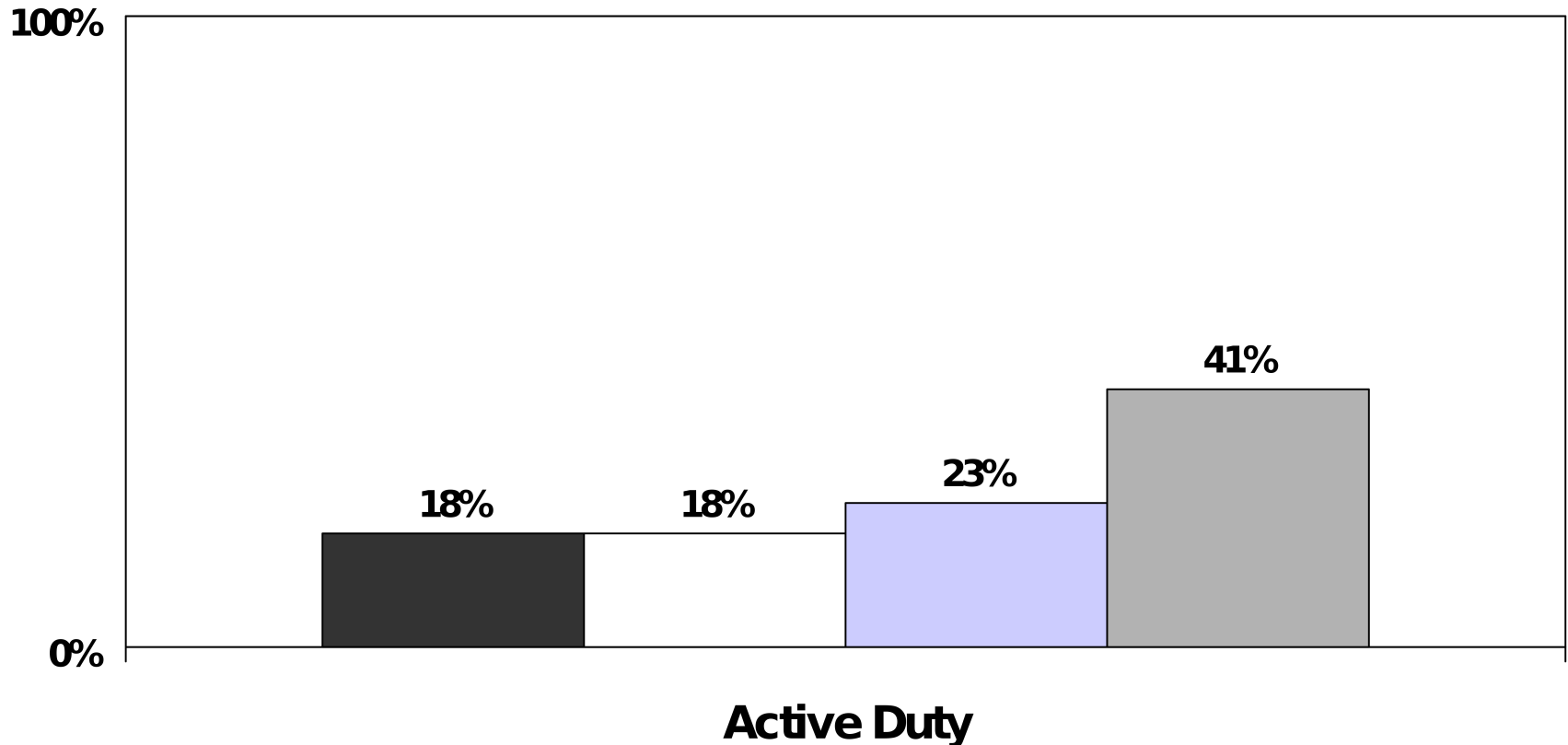
Area IV - Daegu



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

Area IV - Daegu

INSTALLATION



■ Did Not Use □ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

CAREER INTENTIONS: ACTIVE DUTY

Area IV - Daegu

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	10%
Probably will not make military a career	7%
Undecided	15%
Probably will make military a career	14%
Definitely will make military a career	54%

NEXT STEPS

Area IV - Daegu

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)